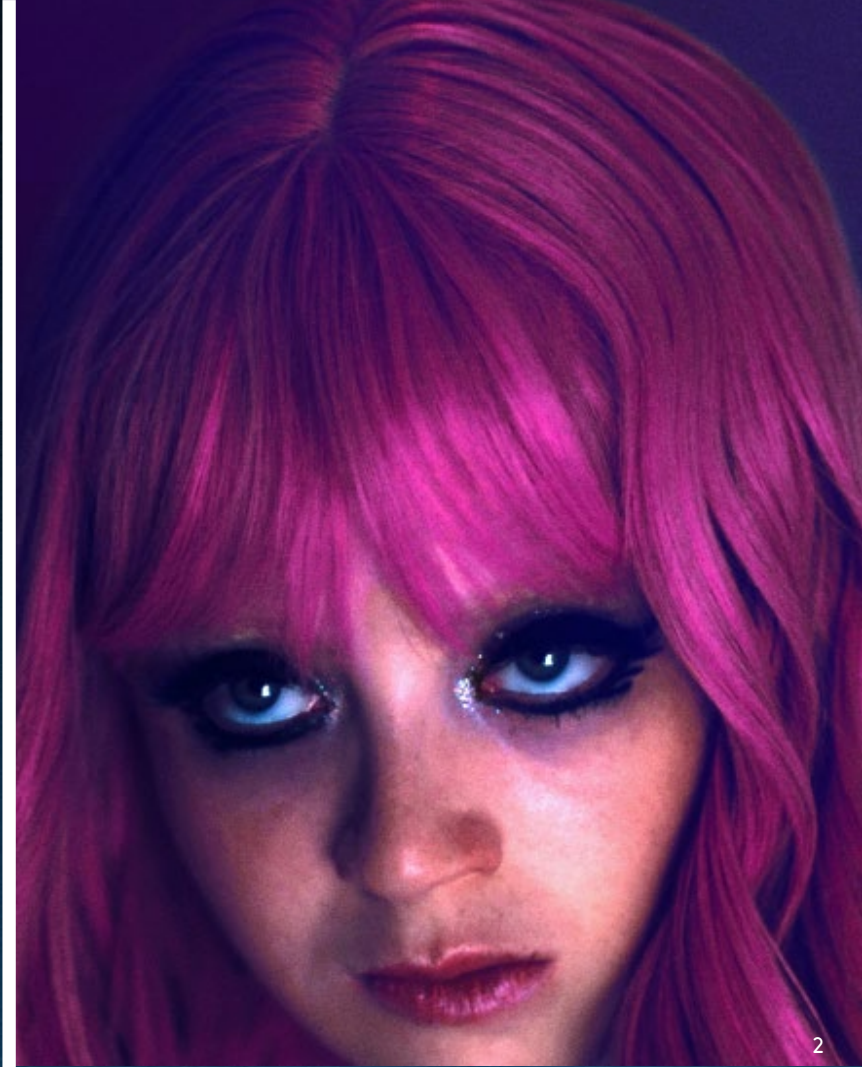
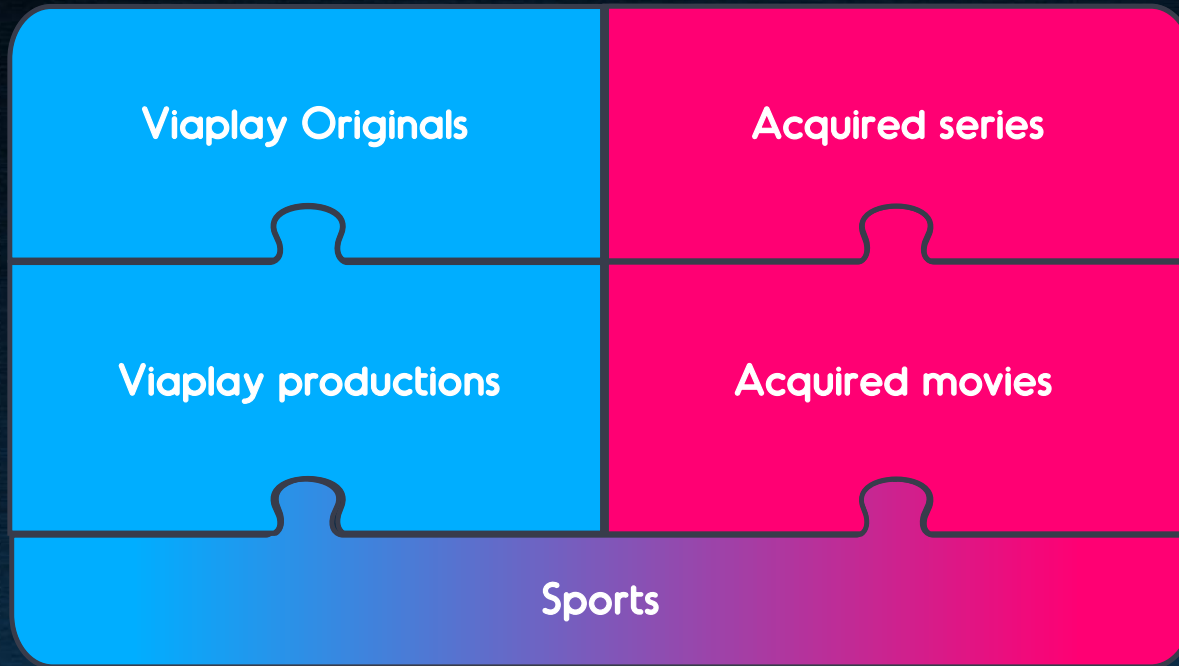


The background is a deep blue gradient. In the upper left, there are bright, wispy trails of light blue and white particles, resembling a nebula or a digital data stream. On the right side, there is a large, glowing blue arch shape, with a smaller, similar arch nested inside it, creating a tunnel-like effect.

The Power of Original Storytelling

Filippa Wallestam,
EVP & Chief Content Officer

Comprehensive content offering



New partnering opportunities



Existing long term partnerships
- *illustrative*



Strengthened by new partnerships
- *illustrative*



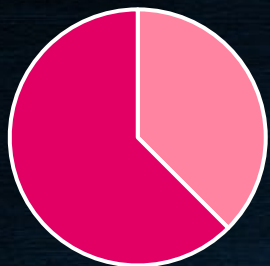
Future

Develop existing and new
partnerships to create new
"win win" models

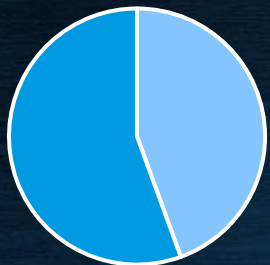
Viaplay Originals are the priority



Why are they important?



6/10 Most watched titles in
H1 2021 (excl sport)



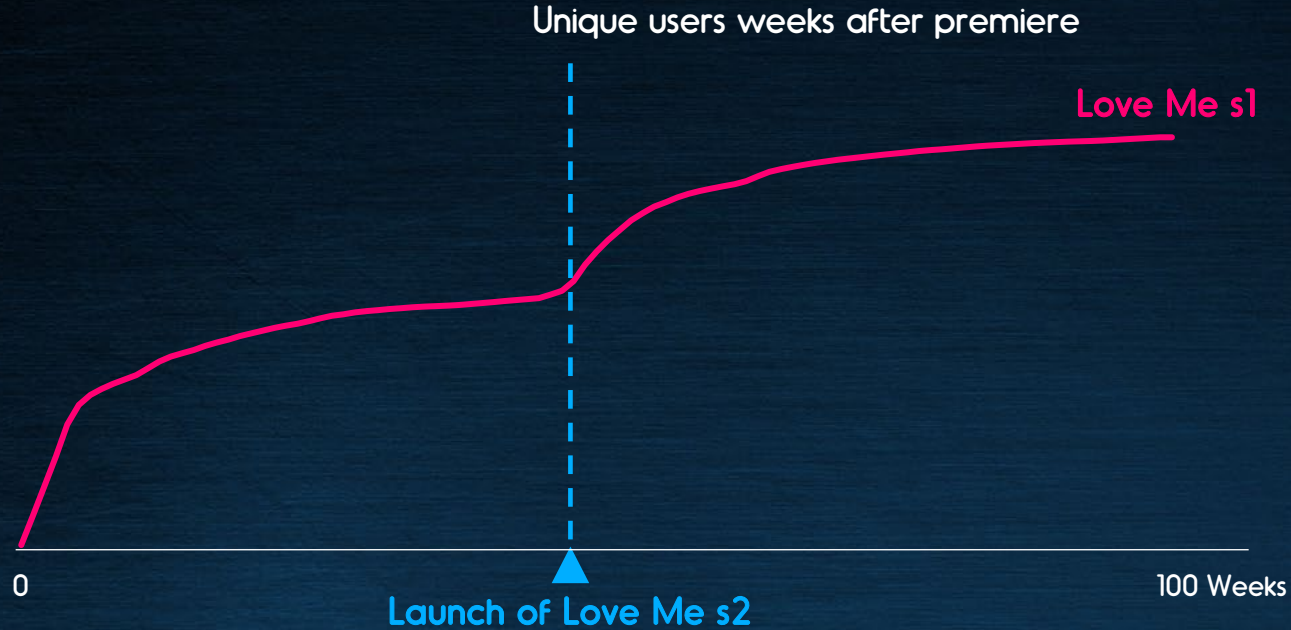
8/10 Top sales drivers
in H1 2021 (excl sport)



We now have 135+ launched Originals



Multiple seasons drive library value



Nordic stories for global audiences



Movies
Hilma



Nordic Series
Ronja



Documentaries
Prize of Silence



Reportage
Caroline Wozniacki

International Viaplay Originals



NENT productions
The Box



Co-productions
Billy the kid



Documentaries
Ghislaine Maxwell

40+ Viaplay productions in 2021



Robinson



Power Women



Masterchef

Own productions in our new markets



BALTICS

1st show in production



- 1 show launched
- 3 shows in dev



NETHERLANDS

Pitches ongoing



Sustainable production



Focusing on green productions

Encouraging EDI

Ensuring Health & Safety

Promoting human rights

Developing local talent on/off camera

Key takeaways



Nordic at heart

Successful originals
strategy

Extending partnerships

Well set for expansion